

Austin Green

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MEDIA EXPERIENCE

Cronkite News (Arizona PBS)

Phoenix, AZ

Sports Broadcast Producer

May 2022 – Present

- Serve as lead producer two days per week for 3-5 minute sports segments of the daily Cronkite News broadcast.
- Craft rundown for each show using AP ENPS. Insert take cues, MOS objects and lower thirds.
- Write and cut 1-3 VOs or VOSOTs per show using Adobe Premiere
- Work with fellow producers, anchors and reporters on stories to make sure each show provides unique, comprehensive coverage of Phoenix and Arizona sports.

Sports Digital Reporter & Producer

May 2022 – Present

- Cover college baseball and high school sports, turning in feature articles examining human interest stories or broader trends and storylines within those beats.
- Format each article with SEO-friendly headlines, ledes, summaries and keywords to maximize online reach.
- Post stories to the Cronkite News website using Wordpress.org, editing for maximum SEO compatibility and embedding links as well as multimedia and social content within the stories where appropriate.
- Help manage the “Cronkite News: Phoenix Sports” Facebook, Twitter, Instagram and TikTok accounts, sharing digital and video stories and promoting our reporters’ work-related social content.
- Schedule Tweets and Facebook posts on Hootsuite to share our stories at strategic times for maximum ROI.

SB Nation

Remote

Staff Writer, House of Sparky

March 2022 – Present

- Credentialed reporter covering Arizona State baseball and softball as well as fill-in coverage on men’s and women’s basketball and football where needed.
- Cover ASU baseball and softball home games in person and interview players and coaches afterwards for recaps.
- Write breaking news pieces about personnel moves (transfers, commitments etc.) and weekly awards as well as occasional columns with informed observations on ASU baseball’s performance.

Staff Writer, Silver Screen and Roll

August 2021 – April 2022

- Lead recaps writer for SB Nation’s Los Angeles Lakers blog Silver Screen and Roll, writing game recaps to be published minutes after the final buzzer.
- Wrote aggregation blog posts to update fans on the latest news surrounding the Lakers and what the key members of the franchise are saying off the court.
- Wrote analysis columns to contextualize players, games and news stories involving the Lakers more deeply.

Donald W. Reynolds Center for Business Journalism

Phoenix, AZ

Graduate Assistant

August 2021 – April 2022

- Create resources and informational content for business journalists nationwide.
- Interview newsmakers and research trends in order to report on notable business stories.
- Assist with development of new marketing strategy and related content for 2021 relaunch of the center.

Frienemies: A Blue Wire Hustle Podcast

Remote

Co-Creator & Executive Producer

November 2020 – September 2021

- Research relevant sports topics and statistics to use in show notes for each episode.
- Edit audio for clarity, standards and length using Audacity.
- Promote show on social media using engaging tweets and Instagram captions along with segments of each episode posted via Simplecast ReCast.
- Oversee uploading of episodes to podcast platforms and monitors engagement analytics via Simplecast.

Outlook Newspapers

La Cañada Flintridge, CA

Freelance Sports Reporter

March 2021 – July 2021

- Covered local youth and high school athletic events in Burbank, Glendale, La Cañada Flintridge, Pasadena and South Pasadena for Outlook News Group and its weekly papers.
- Kept statistics and interviewed players and coaches after games.

- Cultivated sources among athletic departments to fact-check and keep up to date on news and scheduling.
- Took photos during games and wrote captions to accompany stories in print.

Biola University Athletics

Media Intern

La Mirada, CA
January 2020 – April 2020

- Wrote news releases about athletes, teams and games within the department.
- Shot and edited highlight videos for use on various social media platforms.
- Curated statistics and records databases and updated student-athletes' biographical information.

Medium Large LLC

Intern/Staff Writer

Tustin, CA
January 2019 – September 2019

- Wrote several aggregated news posts per week about the Los Angeles Dodgers for DodgerBlue.com and Los Angeles Rams for RamsNation.com, helping drive over 1,000,000 unique visitors to those websites monthly.
- Reported on Dodgers minor league affiliate Rancho Cucamonga Quakes in news and feature formats.
- Covered numerous minor league baseball games, including the California League playoffs.

KNBC Los Angeles

Digital Production Intern

Universal City, CA
June 2018 – August 2018

- Assisted sports reporters and producers on web and video coverage of several major Los Angeles sports stories.
- Constructed originally reported articles, wire reposts, galleries and social media posts on a near-daily basis to share national, local and breaking news.
- Clipped video from raw footage, newscasts and user-generated content to create engaging online posts.
- Collaborated with reporters and producers in the newsroom, including the assignment desk, to cover breaking news stories.

The Biola University Chimes

Managing Editor

La Mirada, CA
April 2018 – April 2019

- Oversaw, alongside the Editor-in-Chief, the day-to-day operations of the Chimes, Biola's student-run news publication that runs daily online and in print every other week.
- Managed a staff of 20-25 editors and writers.
- Helped supervise overhaul of the Chimes as it transitioned to the above publishing schedule from its old weekly print format.
- Helped change the Chimes print edition to a tabloid format from broadsheet as part of the transition.
- Implemented a new digital publication and social media approach which dramatically increased Chimes readership online.
- Used Google Analytics data to evaluate publishing, SEO and social media strategies on a weekly basis.

Sports Editor, May 2017 – April 2018

- Directed coverage of Biola University Athletics for the Chimes, Biola's student-run weekly paper.
- Wrote game stories and conducted postgame interviews with coaches and players.
- Researched and wrote feature stories about interesting topics and people around Biola Athletics.
- Cultivated relationships with sources among Biola's various athletics programs.
- Developed a new method of covering rivalry games based on the Chimes' live event coverage strategy.

ADDITIONAL EXPERIENCE

Finance Strategists

Content Writer

Los Angeles, CA
August 2020 – October 2020

- Crafted 500-800 word definitions of common financial terms for use in Finance Strategists' online dictionary.
- Produced over 50 informational content pieces about cities served by financial advisors in Southern California.

Biola University Center for Career Development

Temp Content Assistant

La Mirada, CA
May 2020 – June 2020

- Developed new print and online resources for future use by the Career Center.
- Created original social media content, such as stories and interactive surveys, for use on Biola's official accounts.
- Wrote blog posts on behalf of the entire office of Student Success under the direction of its marketing executive.

Peer Internship Ambassador

August 2019– May 2020

- Served as lead editorial content strategist for a team of 17 student Peer Internship Ambassadors.
- Wrote or edited 18 unique pieces of content for publication on Biola's Student Life blog.
- Streamlined content strategy for the entire Career Center alongside the department's assistant director and marketing account executive.

SKILLS

- News Reporting, Writing, Copy Editing
- Newsroom Leadership, Writer Coaching
- Data Analysis, Fact-Checking, Research
- Wordpress.org, Blogging, AP Style
- Audio Production: Audacity, GarageBand
- Video Production: Premiere Pro, iMovie
- Google Drive: Docs, Sheets, Slides
- Microsoft Office: Word, PowerPoint, Excel
- TV Production: Stratus, Edius, iNews
- Social Media (Twitter/Instagram/Facebook), Hootsuite, Search Engine Optimization
- Adobe Creative Cloud: Photoshop, InDesign

EDUCATION

M.A. in Sports Journalism / Anticipated August 2022

Arizona State University Walter Cronkite School of Journalism & Mass Communication, Phoenix, AZ

Related Coursework: Live Sports Production, Advanced Broadcast Sports Reporting

B.A. in Journalism, Emphasis in Writing and Publishing / May 2020

Biola University, La Mirada, CA

Related Coursework: Principles of Advertising, Studio Production